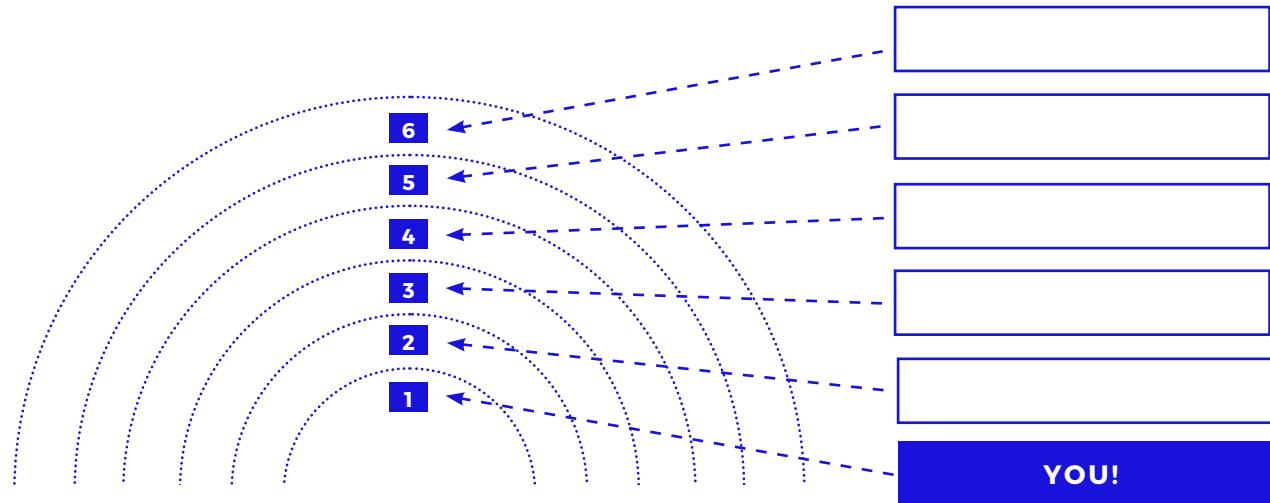


# Industry Rings

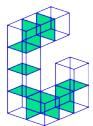


The farther you get  
from the center,  
the more broad you  
describe your industry!

## KEY PLAYERS

List the top competitors in each ring.

| RING 01 |  |  |  |  |
|---------|--|--|--|--|
| RING 02 |  |  |  |  |
| RING 03 |  |  |  |  |
| RING 04 |  |  |  |  |
| RING 05 |  |  |  |  |
| RING 06 |  |  |  |  |

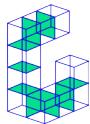


# Invent:

# Competitor Analysis Chart

Select the top 5 competitors you would like to focus on and use the template below to assign a score (0-10) to each of the following attributes:

| COMPETITOR | COST | VARIETY | ACCESS | FUN | IMPACT |
|------------|------|---------|--------|-----|--------|
|            | /10  | /10     | /10    | /10 | /10    |
|            |      |         |        |     |        |
|            |      |         |        |     |        |
|            |      |         |        |     |        |
|            |      |         |        |     |        |



# Program: Self Analysis

| YOU! | COST | VARIETY | ACCESS | FUN | IMPACT |
|------|------|---------|--------|-----|--------|
|      |      |         |        |     |        |

|    |  |  |  |  |  |
|----|--|--|--|--|--|
| 10 |  |  |  |  |  |
| 9  |  |  |  |  |  |
| 8  |  |  |  |  |  |
| 7  |  |  |  |  |  |
| 6  |  |  |  |  |  |
| 5  |  |  |  |  |  |
| 4  |  |  |  |  |  |
| 3  |  |  |  |  |  |
| 2  |  |  |  |  |  |
| 1  |  |  |  |  |  |

COST      VARIETY      ACCESS      FUN      IMPACT

